

## ORDER



**Orders**  
**Order / Rev:** 65722  
**Alt Order #:** 9841311 /Brad  
**Product Desc:** JOE PITTS 4 CONGRESS  
**Estimate:**  
**Flight Dates:** 10/30/12 - 11/05/12  
**Original Date / Rev:** 10/15/12 / 11/02/12  
**Order Type:** GENERAL

## WHP-TV CBS21

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency Name:** Murray Perskie & Associates  
**Buying Contact:**  
**Billing Contact:**  
 741 Alexander Road  
 Princeton, NJ 08540

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Pitts/R/Congress  
**Demographic:** A35+  
**Product Codes:** US Congress  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	12	\$4,790.00	\$4,071.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	12	\$4,790.00	\$4,071.50	0.00
<b>Totals</b>	<b>12</b>	<b>\$4,790.00</b>	<b>\$4,071.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WHP-TV CBS21	24%	\$4,790.00
Market	100%	\$19,958.33

## Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	76%	\$15,168.33
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WHP	10/30/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	2	\$325.00	P-2	0.00	NM	4	\$425.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/30/12-11/05/12		M-F 11a-12p		11a-12p		MTWThF----	:30	<del>(\$325.00)</del>		0.00	NM		
		Credited [Credited Spot]													
2	WHP	10/30/12-11/05/12		M-F 11a-12p		11a-12p		MTWThF----	:30	<del>(\$325.00)</del>		0.00	NM		
		See MG 1.3, 1.4, 1.5, 1.6 [Due to Political] Due to Political													
3	WHP	10/30/12-11/05/12		Sa-Su 11p-1130p News		11p-1130p		-----SaSu	:30	\$325.00		0.00	NM		
		Ⓜ MG for 1.2 11/05 [MG within Flight]													
4	WHP	10/30/12-11/05/12		Sa-Su LF		11:30 PM-12:30 AM		-----SaSu	:30	\$60.00		0.00	NM		

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Advertiser: Pitts/R/Congress  
Product Desc: JOE PITTS 4 CONGRESS  
Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WHP	10/30/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	2	\$325.00	P-2	0.00	NM	4	\$425.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	Ⓜ			MG for 1.2 11/05 [MG within Flight]											
5	WHP	10/30/12-11/05/12	Sa	1230a-130a		1230a-130a	-----Sa--	:30		\$20.00		0.00	NM		
	Ⓜ			MG for 1.2 11/05 [MG within Flight]											
6	WHP	10/30/12-11/05/12	Su	1230a-130a		1230a-130a	-----Su	:30		\$20.00		0.00	NM		
	Ⓜ			MG for 1.2 11/05 [MG within Flight]											
E 2	WHP	10/30/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	MTWTF--	:30	2	\$195.00	P-2	0.00	NM	2	\$390.00
E 3	WHP	10/30/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	2	\$275.00	P-2	0.00	NM	1	\$275.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	WHP	10/30/12-11/05/12	M-F 4p-5p		4p-5p	MTWThF----	:30		<del>(\$275.00)</del>		0.00	NM		
				Credited [Credited Spot]											
E 4	WHP	10/30/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
E 5	WHP	10/30/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	3	\$800.00	P-2	0.00	NM	2	\$1,600.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	WHP	10/30/12-11/05/12	M-F 730p-8p		730p-8p	MTWThF----	:30		<del>(\$800.00)</del>		0.00	NM		
				Credited [Credited Spot]											
E 6	WHP	10/30/12	11/05/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	0	\$0.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WHP	10/30/12-11/05/12	Sun Reg 1		7p-8p	-----Su	:30		<del>(\$1,800.00)</del>		0.00	NM		
				Credited [Credited Spot]											
													Totals	12	\$4,790.00